

# ULSTER COMHALTAS

## Promoting & Marketing your branch



COMHALTAS

PROMOTING AND  
PRESERVING IRISH  
TRADITIONAL CULTURE  
AND MUSIC IN ULSTER,  
IRELAND AND AROUND  
THE WORLD..



An Roinn Turasoireachta, Cultúir,  
Ealaíon, Gaeltachta, Spóirt agus Meán  
Department of Tourism, Culture,  
Arts, Gaeltacht, Sport and Media



LOTTERY FUNDED





# KEY ACTIONS

- **Recruit and retain CCÉ members**

Sustaining a future

- **Communicating effectively**

Spreading the great work of your branch

- **Building a community presence**

As a positive contributor to your community





## RECRUITING & RETAINING MEMBERS

Make joining easy with an online form and one page with all the information on CCE, what you can expect and the benefits of joining, as well as a key contact for any questions. Video footage from members of the branch with positive anecdotes could boost interest in joining – everything is visual.

**Building morale within the branch. Is there incentive? Days out, workshops/retreats, monthly sessions, newsletters, lots of communication within the branch**

- Accessibility
- Having one point of contact per branch
- video promotion - budget and investment for testimonials for promotional videos
- Branch morale and support



# COMMUNICATING EFFECTIVELY

- Promotional vehicles - free & cost
- Press releases - tips and advice Tips to writing a good press release, understanding building a brand voice and identity, interview tips and media consent
- Targeting and tailoring to audiences, recognising your target audience and who your current audience is
- Social media tips (see social media policy)

## Content planning

Branch Sessions and concerts

Music classes

Public holiday events - St Patricks Day, Easter, Christmas & New Years

National Volunteers Week

County Fleadhanna

Ulster Fleadh

Post session/event feedback

Live footage from sessions/events



# MARKETING VEHICLES

## Free advertising

Parish bulletins

Social media (Facebook, Twitter, Instagram, LinkedIn, Youtube), word of mouth

Newspaper (within reason)

Radio interview

E-mail marketing (Mailchimp)

## Paid advertising

Flier drops

Paid social media

Radio ads

Paid ads in press (newspaper etc),

Billboards

Correx boards/roller banners, Merchandise

Video promotion

# SOCIAL MEDIA CHANNELS



## QUICK TIPS

### Facebook

2-4 posts per day  
Protect from overly commercial posts  
Schedule posts  
Events  
Manage multiple admin roles  
Useful insights  
*Best for:*  
*Content publishing, Event promotion*

### Instagram

1-2 posts per day  
Non time-sensitive posts  
Instagram stories  
No scheduling function / can only post from phone  
*Approx. 70% of Instagram users are female*  
*Best for:*  
• Storytelling

### Twitter

Shortest lifespan of any social media posts  
Less detailed, more frequent posts  
Use hashtags to encourage engagement  
Tweetdeck for scheduled tweets  
Identify your tone of voice  
*Best for:*  
Live Fleadh/competition updates  
Direct engagement with others

## Remember...

- Establish a digital presence
- Communicate on the appropriate channels
- Content Planning
- Make use of local expertise
- Look at your analytics
- Invest in paid social media
- Improve your engagement & interact with activity e.g responding to messages & liking, responding to comments

## WRITING A PRESS RELEASE

- Tips to writing a good press release, understanding building a brand voice and identity, interview tips and media consent



## WEBSITE

- Showcase the entirety of the branch and its activities
- News, photos, blog, upcoming events, history, achievements, current activities, future plans, contacts, branch location, sponsors ads.
- One-stop place for all up-to-date information for members and potential recruits
- The only platform where you control all the content and language



# UNDERSTANDING YOUR AUDIENCE AND AUDIENCE GROWTH

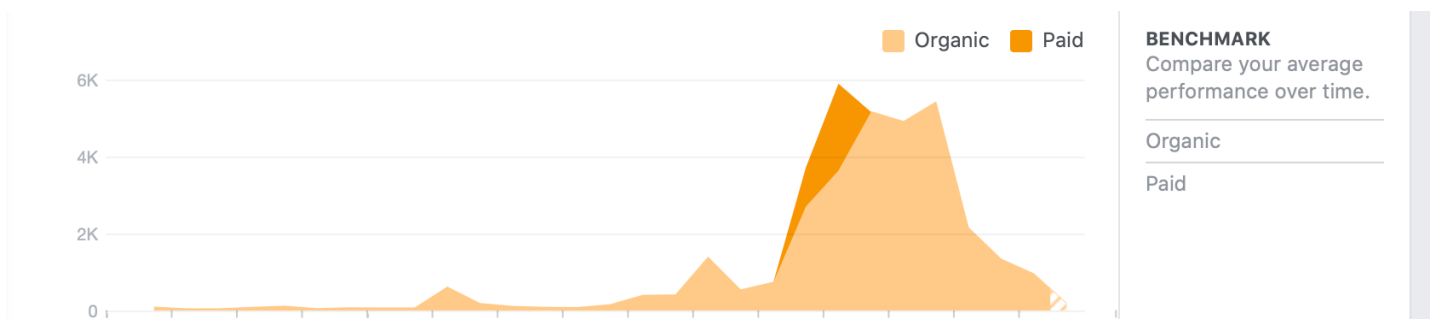
## Identifying audiences for different activities

Different audiences/contacts for different events e.g concerts, cross community, who are the key publics

## Tailoring your audience Who are you targeting?

Understanding your audiences. What's appropriate tone/written communication. Sign up to resources such as Thrive. Identifying audience trends, who are your statistic audience? Track by analytics – understanding the importance of analytics, identifying gaps and targeting said gap.

## FACEBOOK – CONSUMPTION HABITS



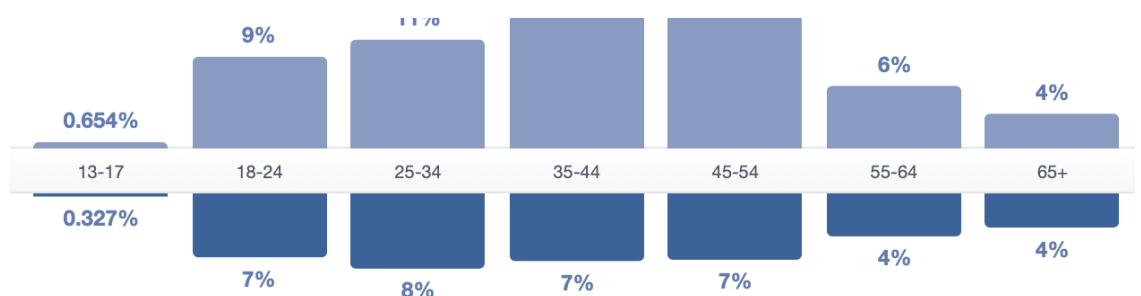
## FACEBOOK – KNOWING YOUR FOLLOWERS

### women

62%  
Your Fans

### Men

37%  
Your Fans



## BUILDING A STRONG COMMUNITY PRESENCE

Strategic links - who to partner with

GAA, schools, funders, community groups (elderly and youth, cross community), local business'

- 
- Diversify your offering to engage with wider community
- 
- Support other community groups and initiatives
- 
- Charitable support
- 



## EXTRAS?

- **THE IMPORTANCE OF THE ROLE OF THE PRO**
- **RESOURCES - SOCIAL MEDIA POLICY, GDPR, KEY CONTACTS, KEY MESSAGES OF THE ORGANISATION**